



Chlorine bleaches out Life.



# What is the CFPA?

- The CFPA formed as a non-profit on 22 March, 1994. It is the mission of this association to publish information and host educational programs that highlight process advantages for TCF/PCF products
- In 1996 we instituted a third party certification process targeting pulp and paper environmental performance. We seek to protect and ensure that products labeled as **TCF** "Chlorine Free", or **PCF** "Recycled & Chlorine Free", come from post-consumer fiber, sustainable forestry, no old growth, from mills in compliance with environmental pollution permits, and exceeds, or meets, international guidelines determined to be environmentally preferable.

# A Few Definitions

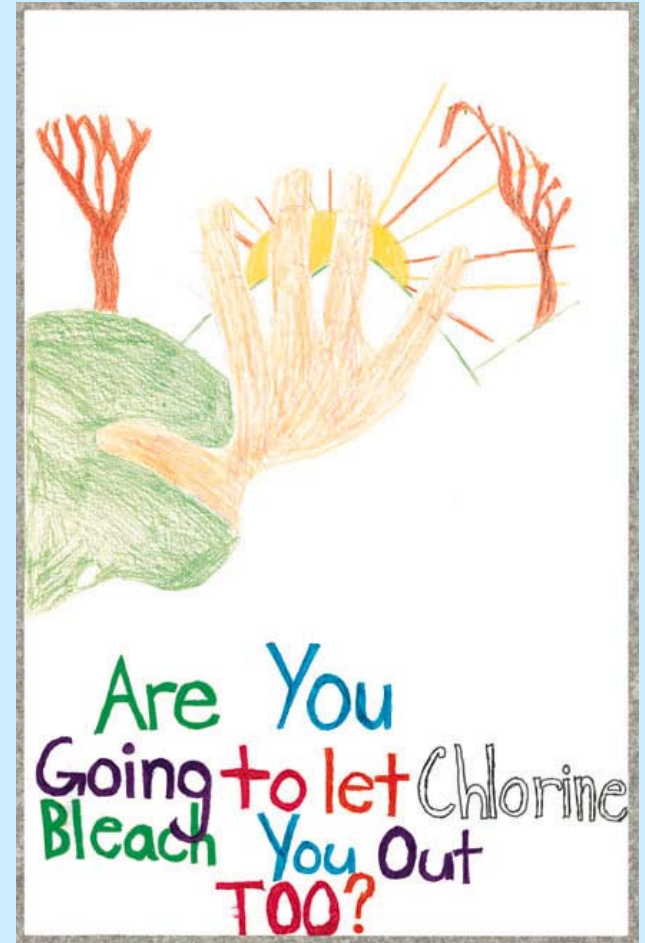
- We are going to cover a few terms that many may or may not be familiar with. If I use a term you are not familiar with and I can explain, or define, I will.



# TCF {Totally Chlorine Free}

TCF is a term reserved for virgin fiber papers. TCF papers do not use pulp produced with chlorine containing compounds as bleaching agents. A certified producer has no current, nor pending environmental permit violations, the pulp comes from sustainable harvested forests, free of old growth.

Certified TCF Papers carry the CFPA mark





# Processed Chlorine Free

PCF is a term reserved for recycled content paper products. All recycled fiber used, as a feed stock must meet EPA, or Regional Authority, requirements for recycled or post-consumer content and has not been re-bleached with chlorine containing compounds. Minimum of 30%\*pcw is required. A certified producer has no current, nor pending environmental permit violations, the pulp comes from sustainable harvested forests, free of old growth. If the paper contains any virgin fiber, that fiber must be Totally Chlorine Free.

Certified PCF Papers carry the CFPA Mark



# *Elemental Chlorine "Gas" Free {ECF}*

This is a term used to introduce and identify pulp and paper that is produced using chlorine dioxide, a chlorine compound used to meet the minimum standards required for environmental compliance.





## The Pulp and Paper Industry Leads the World:

#1 Consumer of Fresh Water

#1 Consumer of Energy

#1 Producer of Toxic Organochlorine Compounds

#1 in releases of Toxic Organochlorine Compounds



# The Dirty Dozen of Chlorinated Compounds

- Aldrin
- Chlordane
- DDT
- Dieldrin
- Endrin
- Heptachlor



- Mirex
- Toxaphene
- Polychlorinated Biphenyl's
- Dioxins
- Furans
- Hexachlorobenzene



# **Who's becoming involved?**

**United Methodist Church**

**The State of Vermont**

**The United Nations**

**City of Berkley**

# *United Methodist Church*

## General Conference Resolutions

A Dioxin-Free Future –Calls for the phase out of processes that create dioxin

United Methodist Women/Women's Division policies

At the fall 1997 board meeting, the directors of the Division voted unanimously that the Division use only chlorine-free products. The connection between dioxin contamination and various severe health problems in women and children, including reproductive cancers (such as breast cancer). **One of the primary causes of dioxin production is chlorine bleaching in the pulp and paper industry.**

# State of Vermont

In 1994, Governor Dean  
Issued an executive order  
Creating the Clean State  
Council. 4 years later making the  
State of Vermont the  
first to become a chlorine free  
State.



"Effective May 15, 1998 State Agencies have been  
**made mandatory to Purchase certified PCF paper**  
through the Supply Center. **Finance will not process**  
**payments from any other vendor."**

Tom Torti Commissioner  
State of Vermont  
Agency of Administration

# Who is already Purchasing?

"Switching the State of Vermont to certified Processed Chlorine Free paper was, although hard work for Vermont employees, well worth the effort. The reward speaks for itself. Few things I have done as Governor are as important as my commitment to the environment."

Honorable Howard Dean M.D.

Governor

State of Vermont

15 June 2000





## THE UNITED NATIONS



May 2001 – The United Nations Implements bid process, Int. Ref: ROSN11400/NJK, requiring paper products be Certified Processed Chlorine Free by the Chlorine Free Products Association.

We are currently working with Millennium, an international sourcing company to supply all UN Facilities Worldwide with certified PCF papers around the globe. We hope that ABAG Members will lead the charge on the west coast.



## Contracting & Purchasing Ordinance of Cook County Illinois

- “Chlorine free paper or paper products” means recycled paper in which the recycled content is unbleached or bleached without chlorine or chlorine derivatives, or virgin paper which is unbleached or processed with a sequence that includes no chlorine or chlorine derivatives.”

All Natural  
**BEN & JERRY'S**  
 VERMONT'S

World  
 Var

ICE

Vanilla  
 Pure

ONE  
 PINT

Community Drive, So. Burlington, VT 05403-6828. Visit our web site! <http://www.benjerry.com>



Ben & Jerry's, Vermont's Finest, and Ben & Jerry's Portrait are trademarks of  
 Ben & Jerry's Homemade Holdings, Inc.

**T**he luscious taste of World's Best™ Vanilla hasn't changed a bit. What's different is the pint it's packed in. This newly designed ice cream container is made entirely of unbleached paper. Bleaching paper with chlorine releases dioxins into the environment, and the EPA has found that dioxins are among the most toxic substances ever created. This paper is a step towards producing a package without added chlorine for all our fine flavors. If you'd like to know why the pint is brown inside and white outside, or what you can do today about chlorine in our environment, visit us at [www.benjerry.com](http://www.benjerry.com). Thanks, from all of us at Ben & Jerry's



**We Oppose Recombinant Bovine Growth Hormone.**  
 The family farmers who supply our milk and cream pledge not to treat their cows with rBGH. The FDA has said no significant difference has been shown and no test can now distinguish between milk from rBGH treated and untreated cows.



©Woody Jackson 1998



back. Please send container bottom, place & date of purchase, & specific details

©1998 BEN & JERRY'S HOMEMADE HOLDINGS, INC. CHICAGO, IL



# Market Development Activities

NCMA Members are leading the world's publishers in environmental stewardship by encouraging paper suppliers to provide a Certificate of Authenticity from the Chlorine Free Products Association. This third party accounting assures that the papermakers used meet all environmental permit requirements, practice sustainable forestry, do not use trees from an old growth forest, provide accounting for recycled content and do not use chlorine chemistry for bleaching.

Join us in bringing accountability by requesting the paper you use carry the CFPA

TCF



PCF

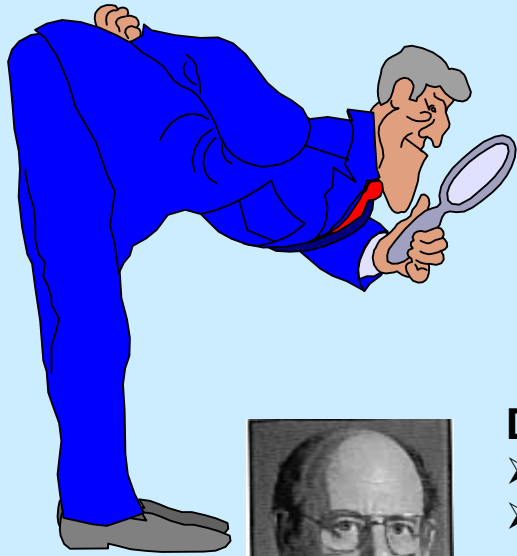


Marks.



How does the CFPA assure  
third party accountability?

- We call in the experts.



# CERTIFIABLE ACCOUNTABILITY



**Dr. Norman Liebergott**

- 44 years of service to the pulp and paper industry
- He has centered his work on developing, implementing, and promoting the oxygen alkali extraction, peroxide re-enforcement of the extraction process, oxygen, ozone, and peracid delignification processes.
- Holds 32 patents in the area of pulping bleaching process and environmental control
- Named a TAPPI Fellow in 1991

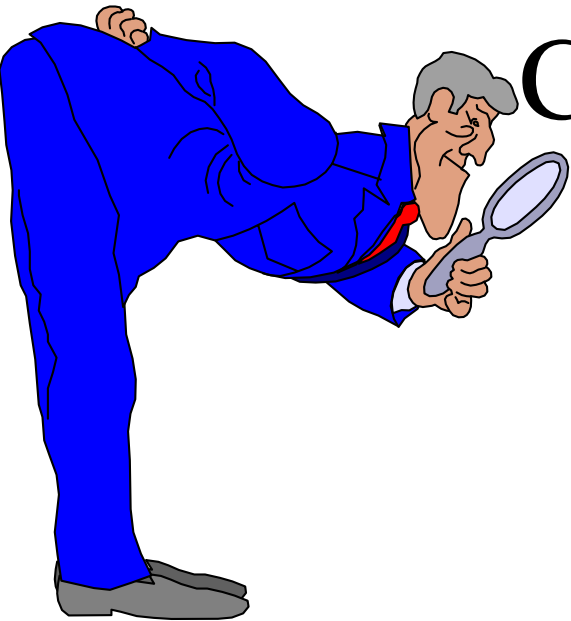


**Dr. Rudra Singh**

- Ph.D.. from the University of Adelaide, Australia
- 22 years as head of Scott Paper's bleaching technology worldwide
- Holds more than 34 US and foreign patents
- Named a TAPPI Fellow in 1987
- Keynote speaker at annual meetings for pulp and paper associations throughout the world, including Argentina, Chile, China, India, Russia
- Published: Bleaching of Pulp and Delignification with Oxygen, Ozone and Peroxide  
TAPPI Press

# CERTIFIABLE ACCOUNTABILITY

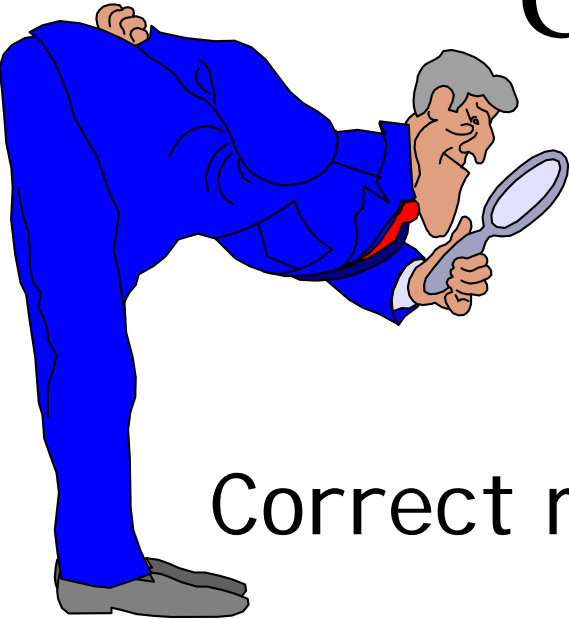
➤ We have created a third party process that verifies:



# Certifiable Accountability

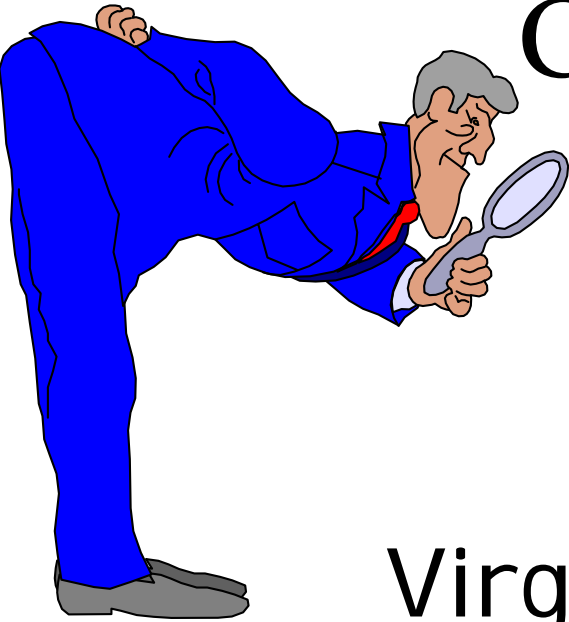
No environmental permit violations  
current nor pending

# Certifiable Accountability



Correct math for post consumer content

# Certifiable Accountability



Virgin fiber from sustainably  
harvested third party audited forest

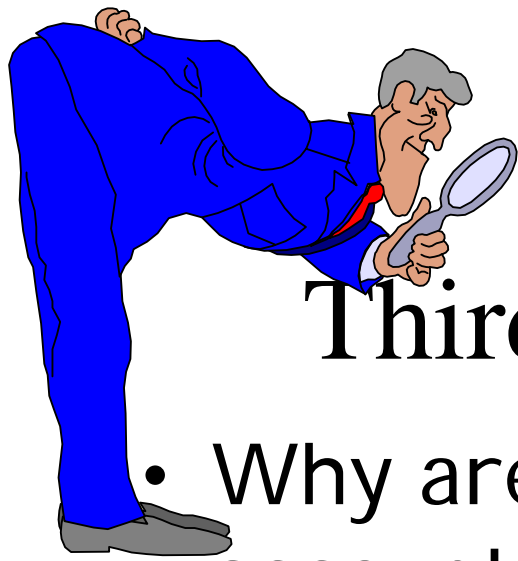
No old growth virgin fibers





# Certifiable Accountability

■ No chlorine compounds are used for bleaching pulp that is used in making a Certified Product.



# Third Party Accountability

- Why are we so serious about bring accountability to Environmental Claims?
- Recycled logo
  - Where do you get it from?
  - Did you know that no government agency, like the EPA, has ever audited a paper company for recycled claims!

How can I make  
sure my paper  
is TCF/PCF?



# Processed Chlorine Free Certificate of Authent



**Rolland inc.**  
*Groupe Cascades Group*

The Chlorine Free Products Association contracted with Dr. Norman Liebergott, Ph.D a pulp bleaching expert and TAPPI fellow to complete a full mill audit in January 2001. On concluding his research, he reported that Rolland inc. meets the CFPA PCF certification requirements.

In order to keep this certification valid and in Good Standing, Rolland inc. must apply for reauthorization every year starting in 2001. In addition they must commit to a complete mill audit in November, 2002.

Rolland inc. guarantees that when we produce **New Life DP 100** it will be **100% PROCESSED CHLORINE FREE** in Compliance with: CFPA #102 Printing & Writing Specification. Grades of paper manufactured from pulps that continue to be bleached with chlorine compounds are not described as 100% chlorine free, but as low chlorine or free of elemental chlorine gas and are not used in the "**New Life DP 100**" product. This paper guarantee applies to 100% of the pulps used in the production of all CFPA certified grades produced by Rolland inc. We use deinked pulps that are Certified as PCF from Breakey Fibers and the virgin fibers are Certified as TCF. When we use purchased pulps they will be produced as TCF/PCF.

Date: 1 January 2001

Archie J. Beaton  
Executive Director

Norman Liebergott  
Pulp Chemistry Expert

Martin Pelletier  
President & CEO

Michel Charbonneau  
Plant Manager

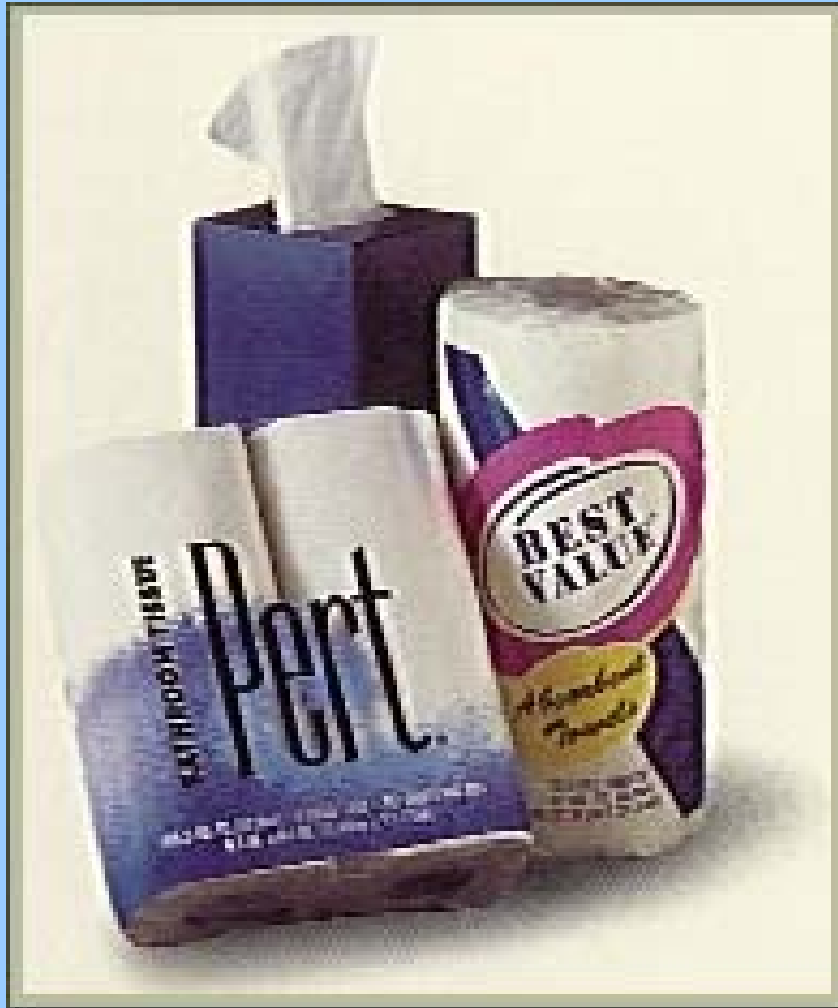
# Which Mills have Certified?





# Perkins Cascade Group

[www.cascades.com](http://www.cascades.com)



**Producers of Certified  
PCF Tissue & Towel  
Products.**



Produces Certified **TCF** Kraft Pulp

- Market pulp producer
- Capacity to produce over 225,000 tons of Bleached Kraft **TCF** pulp - full brightness up to 94° GE in both hardwood and softwood
- No upcharge





**Rolland inc.**  
*Groupe Cascades Group*



Completed PCF certification in 1998

New Life DP 100

Uncoated free Sheet paper

88 ° GE

available in cut size, custom sheets, and rolls

60% pcw -20% TCF virgin pulp



# Our pride is on every pack.



**Rolland introduces New Life DP 100, our new PCF-certified copy paper. We're proud of our environmental record and our accreditation, so we're letting our packaging speak for itself.**

- 80% de-inked fiber / 60% PCW
- Peroxide bleaching process
- 20% TCF virgin pulp
- 88% brightness
- Laser guaranteed
- Alkaline (acid-free)
- 20 lb. basis weight
- Four stocked items :  
8.5"x11" - 8.5"x11" 3HP - 8.5"x14" - 11"x17"
- Designed for trouble-free performance on high-speed copiers, offset presses, desk-top printers and faxes
- **New, unique vapor-proof recyclable wrapper**





**Rolland inc.**  
*Groupe Cascades Group*



Completed PCF certification in 1999

## Evolution 100

- Text and cover line
- This grade comes in a variety of colors, basis weights, and offers a watermarked line excellent for office stationary.
- Very suitable for Annual Reports.
- 100% **pcw**



- The Breakey Fibers division completed the first **PCF** Certification for a deinked market pulp producer in North America.
- They produce a bright white 86 ° GE market deinked pulp that is identical to chlorine bleached pulp without the human health impacts.



- A producer of #4 - #5 coated ground wood
- 85m tons of blade coated grades
- 65m tons of roll coated grades
- Wide range of basis weights
- Have own deinking mill
- Can provide TCF/PCF certification



## Certified TCF

- Baxter Text
- Catalogue GNP Gloss web offset
- GNP gloss rotogravure paper
- Katahdin
  - High Brite
  - Matte





“TCF certification is not just a single, isolated event on our company's existence,” asserts Eldon Doody, President of Great Northern Paper, Inc. “It is a vital part of our company's long-term plan to become a leading supplier of specialty papers.”



# Bi-O-Kleen™

onsible Technology Through Harmony with Nature





Killing them

is like killing us



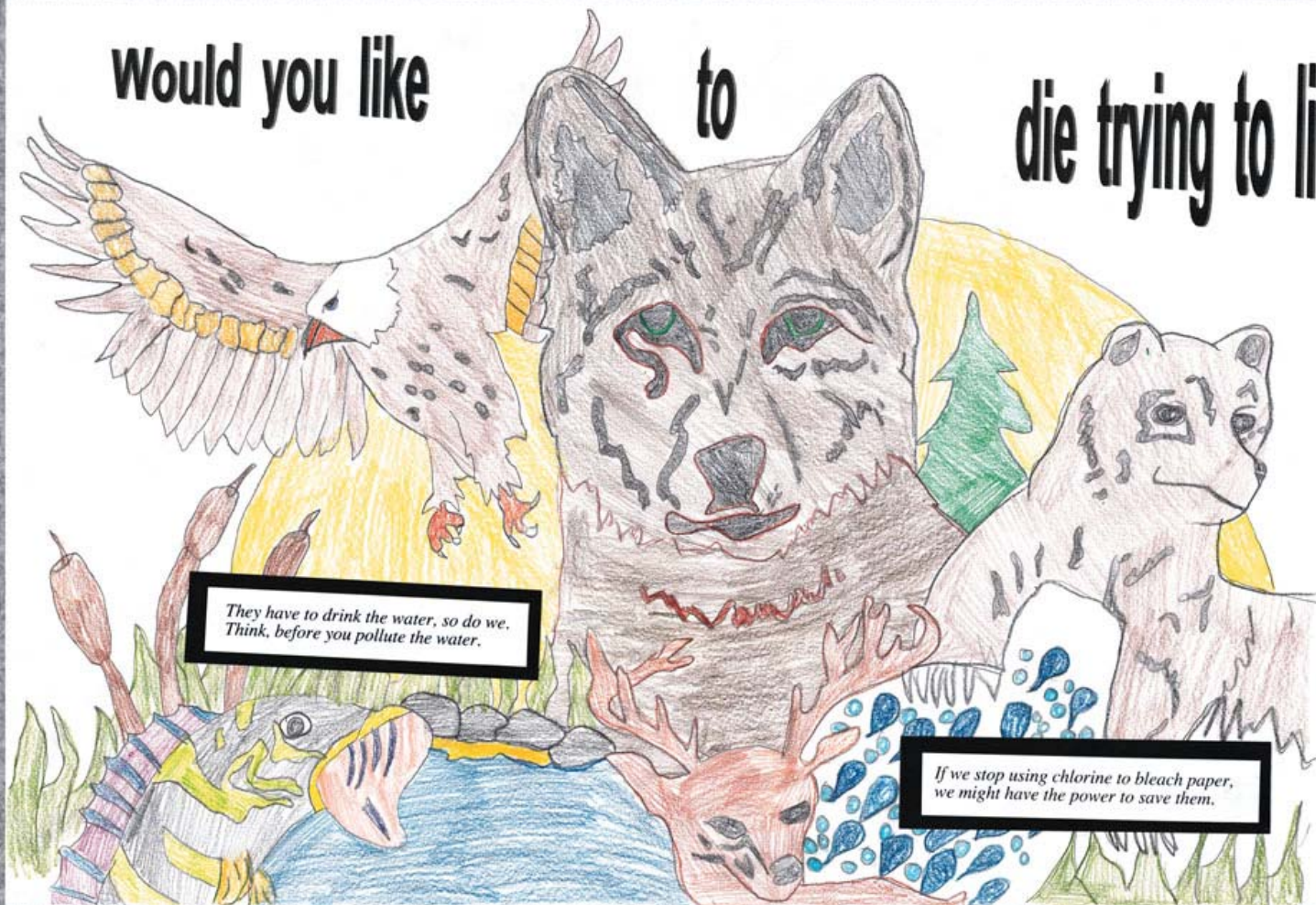
Promote chlorine awareness to help save  
our world, our fish, and ourselves



Would you like

to

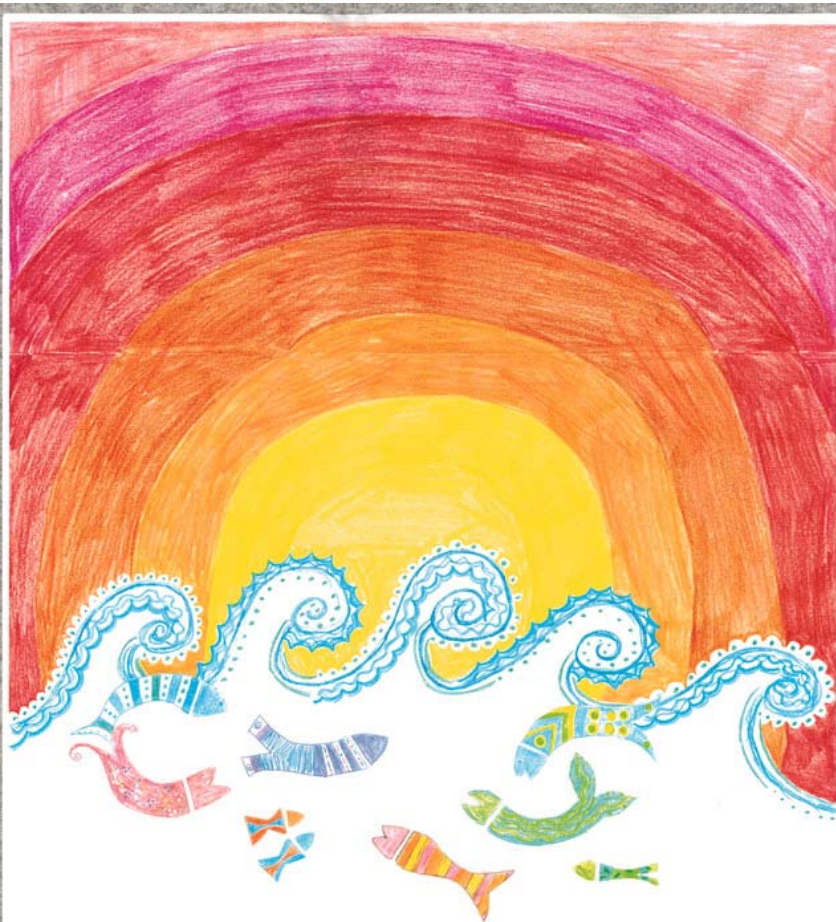
die trying to live?



*They have to drink the water, so do we.  
Think, before you pollute the water.*

*If we stop using chlorine to bleach paper,  
we might have the power to save them.*





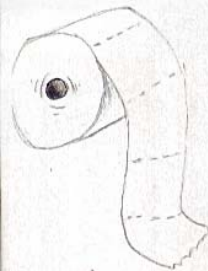
Do You Really Want to be  
Responsible for Killing These just so your  
Paper can be a Little Whiter?

IT'S YOUR  
DECISION.

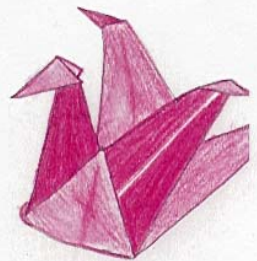
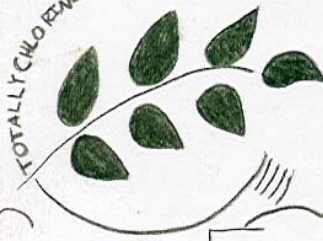
CHOOSE 100% BLEACH-FREE



CHOOSE PRODUCTS THAT  
ARE RECYCLED...

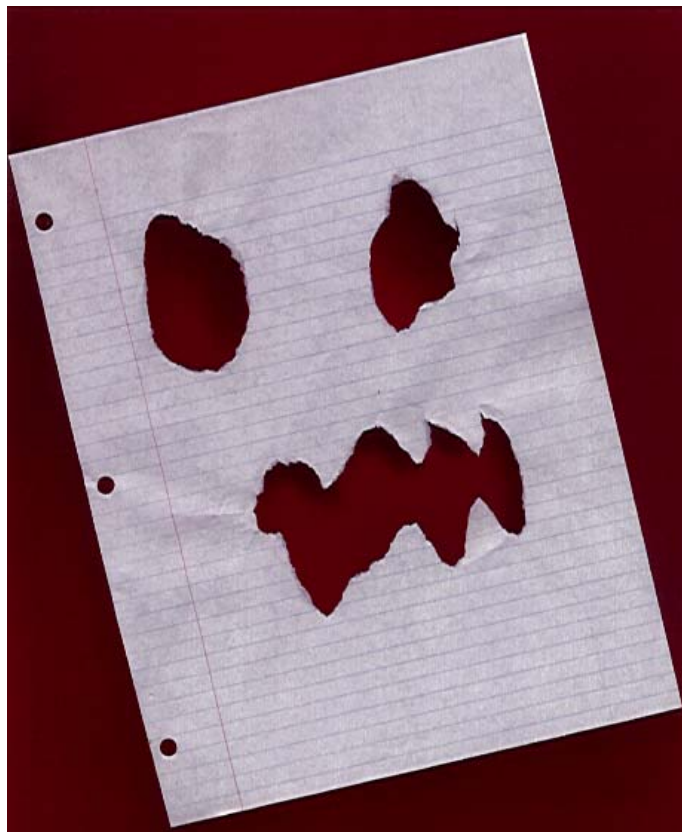


TOTALLY CHLORINE FREE



AND CHLORINE FREE






**scArY monStEr**

The most poisonous toxins known to man  
are found in the paper you use every day.


Help clean up the monster.  
Ask a parent or teacher about  
chlorine-free papers.



squeeze  
out  
the  
**bleach**

Chlorine bleach is paper's best friend.  
It keeps paper looking bright and clean.  
But it's also a powerful chemical.  
And it can be harmful to your health.  
So, when you're choosing paper products,  
look for the Chlorine Free Paper logo.

**choose chlorine-free paper products.**



**See Charlie.**  
Chimpanzees drink water.

**See paper.**  
Chlorine is used to help make paper.

**See bleach.**  
Chlorine is then dumped into the water.

**See Charlie bleached.**  
Chimpanzees drink this poisoned water.

Chlorine that bleaches paper  
bleaches Charlie and you too.

Talk to your teachers about  
Chlorine Free Paper for your school.

**You CAN make a difference!**

